

## GERMAN'S REGRETS ARE NOT SUFFICIENT TO DECLARE OFFICIALS

RECEIPT OF MEMORANDUM ON SINKING OF SHIP NEBRASKAN. PLEASING TO WASHINGTON. ANOTHER NOTE TO BE DISPATCHED ON MATTER.

## ADMITS SUBMARINE ATTACK

Indicates Berlin Was Able to Learn Officially That Mine Was Not the Cause of Explosion—Imperial Government Claims Was Within Its Rights.

Washington, July 16.—Although officials were pleased today by receipt of a memorandum from Ambassador Gerard formally transmitting Germany's admission of liability and expression of regret for the attack by a German submarine on the American steamer Nebraska, they practically decided that the legal points raised by the incident would require the dispatch of a note on the subject further to conserve American rights in the war zone.

Legal officers pointed out that in many respects the case resembled that of the William P. Frye, an American ship sunk by the Prinz Eitel Friedrich. In both cases the German government has expressed regret at the occurrence and offered to compensate American citizens for losses sustained, but the action of the German commanders has been declared justified under the circumstances. To admit the officials here say would establish a dangerous precedent.

Germany in the Fry case contended that it was a fair inference from the language of the United States note of 1912 that an American ship carrying contraband could be destroyed if there was no other way to stop the transportation of the contraband. The United States vigorously objected to this construction of the treaty and in the case of the Nebraska probably will place on record its view that the attack even though payment is assured and regrets expressed, was an illegal act under international law and treaty relations between the United States and Germany.

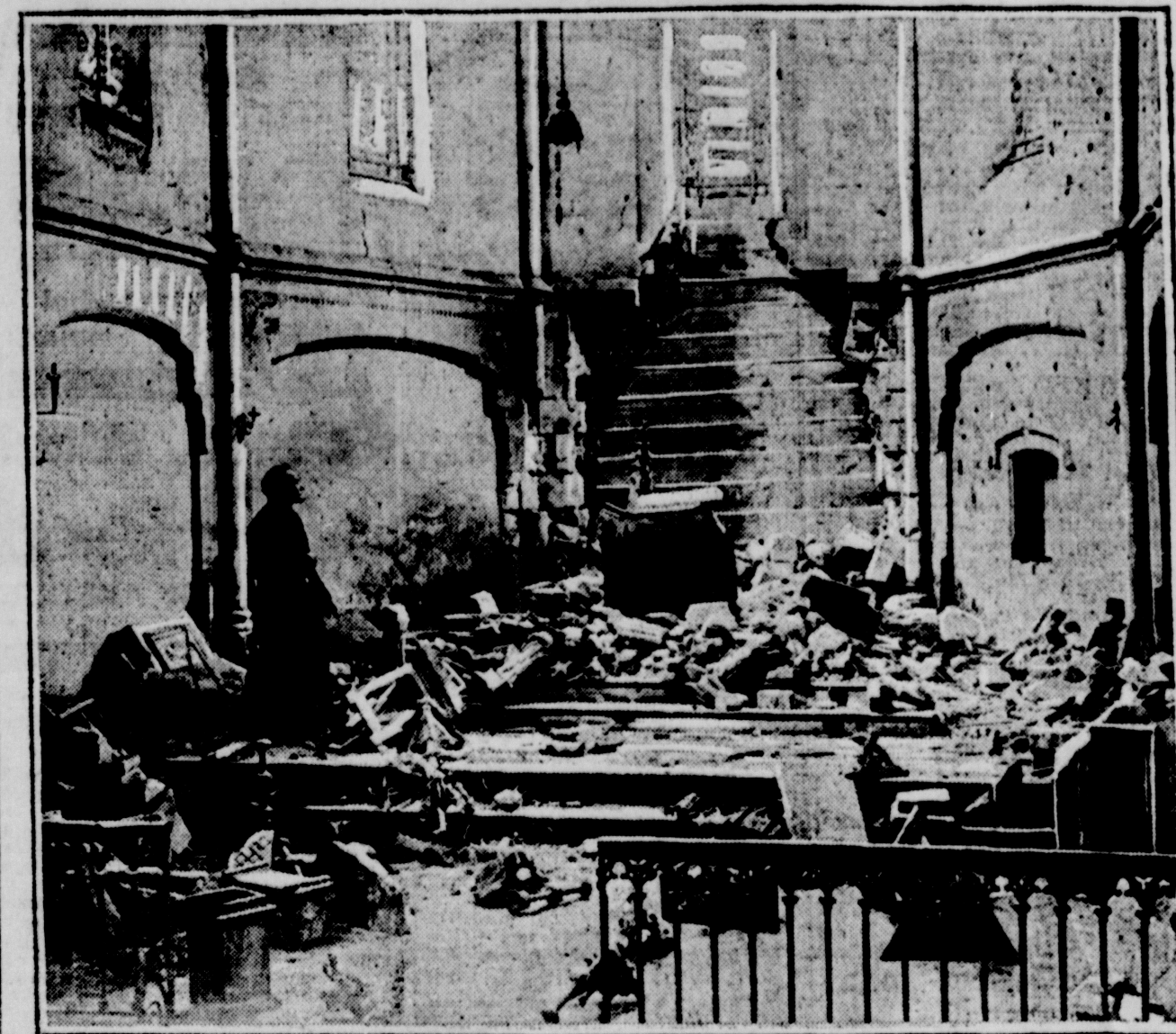
Officials take the view that the case of the Nebraska proves conclusively that a merchantman must be visited in order to determine its nationality and the character of its cargo being attacked. Some high officials do not believe the United States will insist that in enforcing the right of visit, the submarine commander actually be required to board a merchantman but would hold that a ship could be visited by signaling a warning to stop and asking for the submission of papers to the submarine commander. This was done recently in the case of the American bark Normandy which was halted by a German submarine and allowed to proceed.

The Nebraska memorandum was the subject of much comment in official quarters because it bears out conclusions reached by Lieut. John H. Towers, naval attaché at the American embassy in London, who forwarded fragments of metal found in the Nebraska when she arrived at Liverpool, to the navy department with his expression of opinion that the vessel was torpedoed and not mined. In the case of the Gulfight, too, the naval constructors at the American embassy at London were able to establish that the vessel was torpedoed.

The text of the memorandum follows:  
Admits Nebraska Torpedoed.  
In the official memorandum transmitted today from Berlin by Ambassador Gerard, Germany admits that the American steamer Nebraska was torpedoed by a submarine, expresses regret and readiness to make reparation, and assures the United States that the attack "was not meant for the American flag, but is to be considered an unfortunate occurrence."

Continued on page two.

## Chancel of Church in France Photographed for Government



HAVOC CAUSED BY SHELLS IN FRENCH CHURCH  
PHOTO BY AMERICAN PRESS ASSOCIATION

In the accompanying photograph are shown the ruins of the chancel of the church of St. Berthe, at Mareuil, France. This church was right in the line of fire between the forces of the Germans and allies, and shrapnel played havoc with its interior.

## All Evidence in the Becker Trial Regular Declares Chas. Perkins

New York, July 15.—Returning from Albany, where he had been in conference with Governor Whitman, District Attorney Charles A. Perkins made a statement concerning the alleged irregularities in obtaining the testimony of James Marshall, the negro witness at the second trial who identified Becker as being present at the Harlem conference. All the evidence, he said, was obtained in the customary and legal way.

Regarding the willingness of Assistant District Attorney Wm. A. DeFord to testify in a John Doe proceeding in behalf of Becker, the district attorney recalled that Mr. DeFord never participated in the preparation of the trials of Becker.

District Attorney Perkins said that for several days rumors have been circulated that irregularities existed in the manner in which the evidence in the Becker case was obtained and that a faction in the district attorney's office believes that Becker was made the victim of Rose and Weber. Mr. Perkins denied that there was any basis for these rumors and asserted that no member of the district attorney's staff has any knowledge of any irregularities in the way evidence in the Becker case was obtained.

## American Citizen Shot for Treason in Austrian Silesia

London, July 16, 4:01 a. m.—Franz Berka, a laborer, who claimed American citizenship, was shot for high treason at Mährisch-Ostau, in Austrian Silesia, June 14, according to the Daily Chronicle, which says it gets its information from a copy of the official journal of the province of Silesia. Berka, who was 46 years old, says the Daily Chronicle, was tried before the military court, charged with using two traitorous expressions in an inn at Geras, Helendorf. The expressions were alleged to be calculated to disturb the peace of the neighborhood. The court sentenced the man to be hanged, but the sentence was changed to shooting and was carried out two hours after its pronouncement.

## Tens of Thousands of Native Chinese Drowned in Floods

Hong Kong, July 15.—Tens of thousands of natives are estimated to have been drowned in the floods in the Chinese provinces of Kwangtung, Kwangsi and Kiangsi, and the desolation in the devastated districts is terrible, according to the latest reports reaching here. A fire swept area of one mile and raging floods are handicapping the work of rescue in Canton. The city was in darkness last night, the water having inundated the machinery of the electric light plant. The last report received here from Canton before communication was cut said that the Christian hospital was in danger from fire.

Canton Isolated.  
Washington, July 15.—Consul General Anderson at Hong Kong reported today that Canton was isolated except to powerful steamers. Thousands have been drowned and tens of thousands are taking refuge on high places. Thousands of houses have been burned, American mission property has either been damaged or destroyed, and foreigners are taking refuge at the British consulate at Fu Chow. No Americans have been lost so far as is known.

Presbyterian Missions Report.  
New York, July 15.—Officials of the Presbyterian board of foreign missions here said today they had received no word of the province of Silesia in the south China district. Much interest was manifested, however, in the press reports of the flood, the Presbyterian board having in the vicinity of Canton property valued at approximately \$130,000.

The work in the Canton district is under fifty to sixty missionaries, doctors and teachers and is held to be among the most important of the board's foreign missions. Last year \$127,000 was spent here in mission, educational and hospital work. Records of the board show there has been placed in jeopardy by the floods three kindergartens, ninety-five primary schools, five high schools, one theological school and others of various nature, making 108 in all. These schools have about 5,500 pupils. Several of the schools are in the hands of insane, said to be the only one of its kind in China, also are in the district. Among other organizations having missions and hospital property exposed to the flood is the foreign mission board of the Southern Baptist church.

## Another Letter From "Pearce" Received by New Orleans Paper

New Orleans, July 15.—Another "Pearce" letter was received here tonight by a morning newspaper, the writer declaring that it would be the last communication from him until "Captain Taylor's vessel and the Howth Head go down." It was also declared in the letter that the French liner steamer Rochambeau, from New York, would be destroyed. Local authorities tonight were unable to ascertain which ship was meant by "Captain Taylor's vessel," as the Baron Napier, which heretofore has figured in the "Pearce" letters, is commanded by Captain Goudy. Hans Halle, confessed bomb-maker, who was arrested Sunday night after the receipt of the first "Pearce" letter, was released from custody tonight and ordered by the authorities to leave the city within forty hours.

Child's Neck Broken at West.  
West, Texas, July 15.—Francis, the little child of Mr. and Mrs. John Holy, who live a few miles east of town, met death yesterday by a heavy window falling on her neck and dislocating it as she was climbing through the window. Death was instantaneous. The little one was buried at Penelope.

## Meeting Commercial Secretaries Plans to Adjourn Today

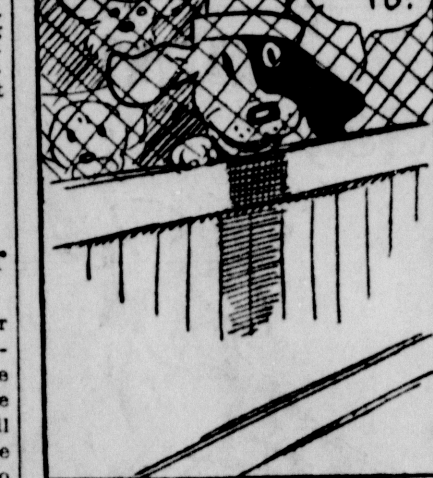
Dallas, July 15.—The annual meeting of the Commercial Executives' association in session in this city will adjourn probably Friday night. This action was decided upon today when several members of the association declared they must leave Friday for their homes.

Today was an unusually busy day. No set program was carried out. The first business was the reading of the report on dues submitted by a committee composed of J. R. Babcock, Dallas; E. E. Kirkpatrick, Brownwood; Homer Wade, Stamford; E. M. Ferris of Corpus Christi. The committee was appointed by the vice president at the meeting Wednesday and arranged for the dues to be assessed on a graduated scale, according to the population of the town represented. Dues for towns of 15,000 or less will be \$5 per year; for towns of from 15,000 to 50,000, \$10 per year; and for towns of 50,000 or more the dues will be \$15 per annum. The secretaries' estimates of the population of the towns and cities they represent will be used as a basis for the dues.

H. L. McKnight delivered the first address on the subject, "Marketing." Following the address the subject was discussed informally by the delegates. J. R. Babcock of Dallas delivered an interesting talk on "The Commercial Secretary as a Civic Leader." Charles Saville, city sanitarian, spoke to the delegates on "Municipal Sanitation." During the afternoon session the municipal address was delivered by Mayor Henry D. Lindsey. His subject was "The City of the Future."

## WEATHER

THAT'S WHAT I LIKE  
ABOUT BASE BALL  
YOU CAN PICK OUT A  
PLAYER TWICE YOUR SIZE  
AND CALL HIM ANYTHING  
YOU WANT TO!



Local Weather.  
No decided change in temperature is expected for today's weather by Dr. I. Block, optician, and observer for the Morning News.

Local Readings.  
Readings for the twenty-four hours ending at 7 o'clock last night were as follows: Maximum temperature 97 1/2 at 4 p. m., minimum 74 at 6 a. m., barometer 29.90, humidity 35, wind passage 210 miles, fastest 10 miles an hour at 1:45 p. m.

Government Forecast.  
Washington, July 15.—Forecast: East Texas—Fair Friday and probably Saturday, continued warm. West Texas—Probably fair Friday and Saturday, somewhat lower temperature in the Panhandle. Oklahoma—Generally fair and continued warm Friday and Saturday. Louisiana—Generally fair Friday and Saturday.

## GERMANS ATTEMPT TO TAKE WARSAW BY ATTACK FROM NORTH

ABANDON FOR MOMENT THEIR EFFORTS TO OUTFLANK POLISH CAPITAL FROM THE SOUTH. GEN. VON HINDENBERG SAYS WILL ASTONISH THE WORLD.

## ALREADY OCCUPY PRZASNYSZ

Fortified Town Fifty Miles North of Capital in Their Hands—Move Takes Military Critics Completely by Surprise—Prevent Concentrating of Russians.

London, July 15.—Abandoning for the moment their attempt to outflank Warsaw from the south, the Germans probably under Field Marshal von Hindenberg, who is reported to have said a few days ago that he would shortly astonish the world, have renewed their attack on the Polish capital from the north.

They have not only captured a large number of prisoners south of Kolno, according to the report issued by Berlin today, but have occupied Przasnysz, a fortified town fifty miles north of Warsaw, which was taken by Von Hindenberg in his great drive from East Prussia last winter, but was retaken by the Russians in their counter-offensive.

This claim is partly confirmed by the Russian official report issued yesterday, which stated that the Russians in the face of strong German forces withdrew to their second line of entrenchments.

This move on the part of the Germans has taken the military critics completely by surprise. It was generally supposed that General von Mackensen would, after being strengthened, continue his attempt to reach the Lublin-Cohn railroad, thus forcing the evacuation of Warsaw. But as in all their operations, the Germans have done the unexpected. The new offensive will probably be general and extend from the Baltic around the East Prussian border to the Vistula, west of Warsaw, for all the Russian troops in this section must be kept busy to prevent them from concentrating at the point where the Germans hope to break through.

This is the second time Field Marshal Von Hindenberg has tried this last effort, while it freed East Prussia of the Russians, cost the Germans an immense number of men and very nearly involved them in disaster, owing to the muddy condition of the ground. Now, however, there are only had roads or lack of roads to contend with, but it is possible the Germans have built railroads to their northern front, as they have done in Central Poland.

In France the Argonne continues to be the scene of the hardest fighting, but of the operations here, as elsewhere in the west, the official accounts are as contradictory as usual. At any rate, no great movement has been undertaken and no change has occurred in the line that could be recognized on any ordinary map.

Confirmation was received tonight from General Sir Ian Hamilton of the success which for some days the allies have gained in the Gallipoli peninsula. According to the report two lines of Turkish trenches were captured, together with 400 prisoners. The Turks, on the other hand, claim to have repulsed the allies' attacks.

As anticipated, progress against the Turks is very slow owing to the natural and strongly fortified positions they hold. But British military authorities express satisfaction with the gain of an occasional line of trenches, relying on breaking the morale of the Turks and on the exhaustion of their supply of ammunition. Germany's eagerness to have Rumania allow the passage of an occasional line of trenches, relying on breaking the morale of the Turks and on the exhaustion of their supply of ammunition. Germany's eagerness to have Rumania allow the passage of an occasional line of trenches, relying on breaking the morale of the Turks and on the exhaustion of their supply of ammunition.

## Captains of State Militia Must Let the Men Make Bond

Dallas, July 15.—That captains of the state militia or Texas National Guard have no right to order members of the company sent to jail without allowing the men an opportunity to make bond was the ruling of Criminal District Judge R. B. Seay today. This action was taken in the cases of L. L. Tichenor and Roy B. Downing, members of the local company. They were sent to jail for disobedience. It is alleged that they refused to make the practice hike to Fort Sill, Okla. They made a bond of \$100 and were released.

## File Petition for Injunction Against Jitney Ordinance

Dallas, July 15.—Jitney men in Dallas this afternoon filed the second petition for injunction in the Forty-fourth district court. The petition asks that the city be restrained from enforcing a proposed jitney ordinance until a jury has determined whether or not the license fee of \$75 is too high. Judge Muse will hand down an opinion in the case Friday morning. When the attorney filed the petition Judge E. B. Muse asked for a copy of Judge Rasbury's opinion in the other jitney case where the injunction was refused. The case filed today was styled E. E. Burns et al. vs. The City of Dallas et al.

## FALLS COUNTY GOES WET; BIG MAJORITY

ANTIS WIN BY 431 VOTES, WITH BUT ONE BOX, WOODLAND, TO BE HEARD FROM.

Rosebud, Lott and Durango Go Pro. Already Dry—Marlin Wet by 227 Votes.

Marlin, July 17.—Falls county went wet in today's election by a majority of 431 votes with but one small box to be heard from, Woodland. This box will not change the final result.

Marlin's anti majority was 227; Rosebud, pro majority 45; Lott, pro majority 106; Durango, pro majority 83. These towns are already dry except Marlin.

From the very minute the polls opened this morning there was a tense quiet fight for negro votes by the antis and the determined effort of the pros through their representative at the polls to exclude every voter that had not absolutely qualified. The letter of the election law was observed throughout the day in Marlin and throughout the boxes of the county.

The anti's only hope to win the election was through the successful handling of the negro vote and the hope of the pros was to see that as many of them as possible were excluded, in order that the usual white majority in this county for prohibition would not be overcome by the negro anti's.

Reports from over the county indicated early that the vote was heavy in all parts and while the returns tonight may possibly not be absolutely correct, they are stated to be positive view of the results are already promised.

Much interest was occasioned this morning by the rumor that the anti's had managed to get five state negroes to vote. The rumor was quiet and no trouble experienced.

In 1911 in the statewide election North Marlin polled 218 wet votes and 254 dry, while South Marlin gave 258 wet and 114 dry. In the county election of 1903 North Marlin polled 309 wet and 166 dry votes, while South Marlin had 293 wet and 77 dry.

The anti majority in 1887 was 1777; in 1903 (Harvey not reporting), 385, and in 1914, 120.

## Von Bernstorff to Discuss the German Reply With Lansing

Washington, July 15.—Count von Bernstorff, the German ambassador, will present to Secretary Lansing tomorrow the view that Germany's reply to the American note on submarine warfare was intended to pave the way for negotiations on the part of the United States with Great Britain as well as Germany to adjust questions that have arisen over contraband and submarines as affecting the rights of neutrals.

The German ambassador for several days has been anxious to see Secretary Lansing but the latter expressed a preference not to discuss the German reply until he had examined it carefully. Today Mr. Lansing met the ambassador casually at a club and set tomorrow as the date for the conference.

Count Bernstorff is confident his government emphasized in the last note his willingness to work "hand in hand" with the American government for the establishment of the freedom of the seas principle with the express purpose of entering the negotiations now on the entire question of maritime warfare. He sent the suggestion through Dr. Anton Myer-Gerhard that the note should contain such an intimation. Having followed his suggestions the ambassador is sure his government will accept a tender of good offices for the mediation of the dispute. This would involve an acceptance by Great Britain of the services of the United States as mediator to bring about the termination of the British reprisal—the order in council—as well as Germany's submarine attacks upon merchantmen.

## Temple Woman Accidentally Killed.

Temple, July 15.—While cutting flowers in a garden with open scissors in her hand this morning, Mrs. Edith Talley, aged 22, tripped and fell, the scissors piercing her heart and causing death.

The cry from a baby in the house caused Mrs. Talley to run towards the porch. As she ran she fell over a lawn mower, the scissors held in her right hand striking her through the heart. Mrs. Talley's father is Felix Grundy, a well known Santa Fe employee at Galveston.

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## U. S. TO REPLY TO AUSTRIAN NOTE ON SHIPPING MUNITIONS

COMMUNICATION RECENTLY RECEIVED CONTENDED EXTENSIVE SHIPMENTS OF WAR SUPPLIES NOT IN CONSONANCE WITH DEFINITION NEUTRALITY.

## TURKEY MAY ALSO TAKE UP

If This Is Done American Government May Delay Reply and Cover All Points in Correspondence With German Allies at One Time—Berlin Pleased With Austria's Attitude.

Washington, July 15.—The United States probably will send within another fortnight a reply to the note recently received from the Austro-Hungarian government which contended that extensive shipments of war supplies from the country to the allies were "not in consonance with the definition of neutrality."

Unofficially word came today that Turkey would follow Germany and Austria in making representations on this subject and should a note from the Ottoman government arrive, officials would delay the sending of their answer so as simultaneously inform the German allies of the unaltered view of the United States on arms shipments.

While Germany has admitted in diplomatic correspondence with the United States the legal right of individuals in a neutral country to sell ammunition to belligerents, some emphasis was placed on the super-normal growth of American industries for the manufacture of arms and explosives. In the Austrian note, extracts of which have appeared in dispatches from Amsterdam, this idea is developed almost entirely to the exclusion of the legal question involved.

It points out that the American government would be "entitled to prohibit the export of war material" if the trade in contraband "takes the form of dimensions whereby the reality of the country will be endangered."

## Austrian Note Pleases Berlin.

Berlin, via London, July 15.—The Austrian note to the United States has been unanimously greeted with enthusiasm by the Berlin press, which says it is evidence of the loyalty of a true ally. The opinion of the newspapers in general that the note was a good side issue such as the submarine war and the sinking of the Lusitania and goes straight at the heart of the problem—the huge export of war supplies to the enemy of Austria and Germany.

## Says Newspaper Men Must Tell Sources - of News in Courts

Denver, July 15.—A pledge, however solemn, to keep a secret which the law requires to be revealed is not binding legally or morally, according to a ruling of Judge John A. Perry in the district court here today. This interpretation of the law was laid down by Judge Perry when he denied a request for a writ of habeas corpus by the Denver Times, \$250 and costs for contempt of court in refusing to tell a recent county grand jury where he learned certain alleged facts regarding the now famous "package of money" incident in last winter's session of the Colorado general assembly.

Referring to the current belief that a newspaper man is privileged to protect his sources of information, the court said: "There is no reason on earth for anybody to urge that a newspaper man has any such privilege at all."

Badly Wanted Negro Caught Here.  
Detective Frank Craven made more than a mere arrest for vagrancy on Wednesday afternoon when he pulled in Lee Edwards, negro, a guide to the sheriff at Wharton, from which the negro finally admitted he hailed, brought the information that the man was wanted at Buckholts, with the urgent request to hold him for officers from that place.

## T. C. U. Students Missing.

Fort Worth, July 15.—Julian Bivens, son of Amarillo's millionaire cowman, and Winston Bivens, son of a banker, Texas, ranchman, have been missing from Texas Christian university more than a week. Bivens came here today to get a trace of the boys. However, he was given a fair trial. He said also that as it is believed by university authorities the boys are away for a rest from school work.

## Tse-Ne-Gat, Piute Indian Found Not Guilty of Murder

Denver, July 15.—Tse-Ne-Gat, Piute Indian, was found not guilty of a murder charge by a jury in the United States district court late today. Tse-Ne-Gat had been accused of murdering Juan Chacon, a Mexican sheep herder, in southwestern Colorado. Tse-Ne-Gat, according to physicians at a local hospital, will not enjoy freedom long. They pronounced him seriously affected with tuberculosis of the lungs.

The trial was the culmination of a series of events which attracted wide attention last February. One deputy and several Indians were killed in attempts to arrest Tse-Ne-Gat and the word went out that the Piute and his allies were preparing an old-fashioned uprising. The department of the interior sent a special agent to investigate the need for troops and Hugh L. Scott, major general and chief of the army, started from Washington to try his powers of persuasion on the

## SUMMARY OF WAR

The Germans are coming down from the north with their eyes still fixed on Warsaw for the possession of which they have been reaching forward from every side since the beginning of the war. The occupation of Przasnysz, fifty miles from the Polish capital, reported today, is the first important step in the new advance. For this strongly fortified town the Germans have been contending since February. It was once before in their hands and has been the scene of many fierce encounters.

From Koltan, far up on the Baltic southward to Przasnysz the Germans and Russians are at grips at various points, with Berlin claiming success everywhere. The Austrians and Germans have again come in contact on the Danube river in Galicia, where a successful offensive by the Austrians is recorded by Vienna.

The allies on the Gallipoli peninsula, says Gen. Sir Ian Hamilton, are making good progress. The British and French have taken after vicious fighting two strongly held Turkish lines defending the Dardanelles and maintained them. This series of engagements extended over the period from July 12 to 15 and the allied advance was not without interruption for at one point the British pressed too far forward and the Turks pressed to the aid of bombs recaptured a section of the trenches.

A further attack by a brigade of the royal naval division, supported by French artillery, eventually drove the Turks out of this position, which was one of vital importance to the allies.

The Turkish war office, referring to an attack at Seddul Bahr on the morning of July 13, reports the allies were repulsed with great losses and driven back to their original positions and that an allied attack near Avi Burnu also was repulsed.

In the western war theatre the opposing sides seem to be playing a waiting game. For the moment, according to the latest advices, hard fighting in the Argonne region has slackened and except for a battle with bombs between the Germans and the French near Marie Therese and the repulse of German attacks against Haute Chevauchee and Bourneilles, artillery actions alone have taken place.

The fighting in the Italian war theatre continues, according to Vienna, about on the same order as for days past—artillery engagements and here and there infantry attacks in which no great success has been gained.

Germany has admitted responsibility and expressed regret for the attack by a German submarine on the Nebraska, an American steamer, but it is understood the Washington officials have declined to accept the German bearing on this subject and in general, the conservation of American rights on the sea.



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In our New Store at 603 Austin street, we have made the Optical Department a special feature. Every facility that insures accuracy has been installed in order to give our customers unequalled service in this line. All work guaranteed. Prices reasonable.

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## DRUGGIST IS FREE AFTER THIRTY DAYS

Spent Seven Weeks at Hot Springs,  
But Vitalitas Did the Work.

"I spent seven weeks recently at Hot Springs for my rheumatism. The hot waters helped some, but never gave me complete relief. Later I tried Vitalitas. It has completely relieved me. For thirty days I have been free of rheumatism and I believe and hope I am cured. Vitalitas is the only thing that brought me complete relief."

The foregoing statement was made by Mr. E. J. DeBilieux of 1311 Clay avenue, Houston, Texas, a well known and popular young druggist.

Not only for rheumatism, but for derangements generally of stomach, liver, kidneys, bowels and blood is Vitalitas effective. Nature makes every atom of Vitalitas. It comes out of the earth in only one known spot; it has no harmful ingredients and is pleasant to take. Toxic poisons are forced from the system by its use and new vitality imparted to the body. Investigate Vitalitas at Powers-Kelly Drug Co. For sale by druggists.

## GERMANY'S REGRETS

ARE NOT SUFFICIENT  
TO DECLARE OFFICIALS

CONTINUED FROM PAGE ONE.

Incident, it was said, except as to the payment of damages.

The state department made this announcement.

"Ambassador Gerard has telegraphed to the state department the following memorandum from the German foreign office:

"The German government learned from newspaper reports that the American steamer Nebraska had been damaged by a mine or torpedo, on the southwest coast of Ireland. It therefore, started a thorough investigation and it has become convinced that the damage to the Nebraska was caused by a submarine.

"On the evening of May 25 last, the submarine met a steamer bound westward without a flag and with no neutral markings on her freeboard.

"The 35 nautical miles west of Funchal, no appliance for the illumination of the flag or markings was to be seen. In the twilight the name of the steamer was not visible from the submarine. Since the commander was obliged to assume from his own experience in maritime war that only English steamers, and no neutral steamers, traversed this war area without flag and markings, he attacked the vessel with a torpedoes, under the conviction that he had an enemy vessel before him.

"Some time after the shot the commander saw that the vessel had, in the meantime, changed her name to American flag. As a consequence he refrained from any further attacks. Since the vessel remained afloat, he had no occasion to concern himself further with the vessel which had been launched.

"It results from this without a doubt, that the attack on the steamer Nebraska was not meant for the American flag, nor is it traceable to any fault on the part of the commander of the German submarine, but is to be considered an unfortunate accident.

"The German government expresses its regret at the occurrence to the government of the United States of America and declares its readiness to make compensation for the damage thereby sustained by American citizens."

The official report of the attack forwarded by Ambassador Page after investigation by Lieut. John H. Towler, naval attaché of the embassy, stated that the Nebraska was in water ballast, outbound from Liverpool for Delaware Breakwater, and that although her flag had been hauled down just after sunset, as is the custom, there were painted on her sides in letters six feet high the words "Nebraska, New York."

After the attack the ship headed about for Liverpool and, conveyed by British ships, reached the port safely. No one was seriously hurt in the explosion.

The Nebraska case, coming close to the sinking of the Lusitania, and coupled with the attack on the Gulf light, threatened to become one of the important issues in the controversy with Germany over submarine warfare.

The Nebraska had been under charter to the White Star line of the International Mercantile Marine, but the charter had been cancelled and she was returning home to carry coal from Newport News to the California coast for the United States navy.

Ask your druggist for



## NEW QUESTIONS IN A. C. SAYLER'S CASE

WAS GIVEN AN INDETERMINATE SENTENCE FOR MURDER IN HILL COUNTY.

Reversal Was Ordered, Application for Rehearing Was Filed After Adjournment.

Austin, Texas, July 15.—In an application for a writ of habeas corpus which Judge W. L. Davidson of the court of criminal appeals granted today in the case of ex parte A. C. Sayler, from Hill county, given an indeterminate term of not less than five years nor more than twenty-five years in the penitentiary, upon conviction of the murder of Joe Kirkpatrick, two new questions are involved. Judge Davidson allowed Sayler \$20,000 bail and set the case for hearing on July 27. Sayler was represented by Judge W. C. Wear of Hillsboro.

Sayler was convicted April 20, 1915, and his case appealed to the court of criminal appeals where reversal was ordered. After the court of criminal appeals had adjourned for the summer vacation, the state filed a motion for rehearing. Notwithstanding that the case had been reversed and remanded to the sheriff of Hill county, according to the petition, refused to discharge Sayler on his bail bond, approved and executed prior to his trial, the sheriff acting under the belief that he is authorized under the law to deprive Sayler of his liberty because of the filing by the state of the motion for rehearing.

Judge Wear set out in the petition that there is no authority given in criminal cases pending in the court of criminal appeals to file a motion for rehearing after the adjournment of the term of court during which term a cause has been reversed and remanded or affirmed.

It is further shown that under the terms of the indeterminate sentence law of the thirty-third legislature, the defendant rendered credit shall be not less than five nor more than twenty-five years, and that his punishment actually assessed is less than a definite period of years. Article 3601, Code of Criminal Procedure, provides that in cases of felony where upon trial thereof the defendant has been convicted and his punishment assessed as confinement in the penitentiary for any period of fifteen years or less, and where an appeal has been taken from such conviction and judgment rendered thereon, the defendant shall remain in custody until the judgment of the appeal and until the judgment of the trial court is affirmed by the court of criminal appeals.

Depositories Pay Above Contract.

Austin, Texas, July 15.—State depositories of funds from the treasury will pay to the state treasurer for the next two years an interest of 7.27 per cent. more than contracts called for during the last two years. The average rate of interest to be paid for state funds during the period to end March, 1917, will be 5.4 per cent, as compared with 3.37 per cent for the period just closed.

The highest bidder for state funds was the Bartlett State bank of Bartlett, which received forty per cent. of the business. The lowest bidder was the First National bank of Galveston, with an accepted bid of 4.10 per cent. It is particularly noticeable that during the period ending March, 1915, that depositories paid as low as 2 and 3 per cent in some instances.

All depositories have now been designated for the sixteen districts of the state.

No Advice on Ranger Claim.

Austin, Texas, July 15.—According to announcement of Adjutant General Hutchings, he has not received advice of the intentions of the federal government to pay the state ranger claim amounting to \$250,000. The statement has been made by Congressman John Garner recently that the federal government intended to pay the claim and that the money would be used in Texas in the purchase of a site for a tuberculosis sanatorium.

Adjutant General Hutchings stated today that no advice had been received by him of the intentions to pay this sum. In anticipation of a flood of letters and inquiries from holders of old claims against the state for ranger service prior to the Civil war, he states that he knows nothing of the proposition advanced by Congressman Garner.

Licenses for Warehouses.

Austin, Texas, July 15.—Licenses for twenty-four additional bonded warehouses were issued today by the state warehouse department, increasing the total number of licenses issued to 63. An average of four applications is being received daily.

Wilganowski Trial Stopped to Allow the Jury to Vote

Marlin, Texas, July 15.—To permit the jury to vote in the Marlin election, the trial of Mrs. Katie Wilganowski, charged with the murder of her husband, Frank, was stopped at 11:30 this forenoon. The jury went under escort to the polls. Three witnesses for the prosecution, Wylie Mollanau, a house mover, testified to passing the Wilganowski house after the husband's disappearance and detecting an odor which he believes was human flesh. George Heald, a grocer, was called to testify on the amount of supplies he sold the family, as the defense has contended that Wilganowski did not give his wife enough to eat. Dr. Allen testified that the bones recovered from postholes, and believed to be from Wilganowski's charred body, were human so far as at all recognizable as bones.

"Why do you sign your name Norah?" asked a teacher of one of the Chinese boys in his class. "Don't you know that Norah is a girl's name?"

"Oh, no," was the reply. "Norah is the name of the famous American who built the ark."—Youth's Companion.

Notice.

The Ladies' Methodist church will give an ice cream social at the church lawn tonight at 8 o'clock. Everybody is invited.—(Adv.)

Hines (to bartender)—Mix me a tin roof.

Bartender—What kind of a drink is that?

Hines—One that's on the house.—St. Louis Post-Dispatch.

Hawaiian pineapples are to be shipped to Chicago.

## TRADE TRIPS TO BE RUN BY Y. M. B. L.

LEAGUE DIRECTORS MEET AND PLAN TO TAKE FIRST EXCURSION THURSDAY

Dublin Will be One of Objective Points—Other Points Are not Yet Decided.

Decision to carry out the originally planned trade trips for 1915 was reached at a special meeting of the directors of the Young Men's Business League last night. It was stated that 133 business men of the city had already signed for the trips, making the largest number signed since the Y. M. B. L. trade trips began in 1911. It was tentatively decided to take the first trip next Thursday, July 22, to some point to be decided by the committee which has the trade trips in charge. This committee is composed of Frank J. Trau, chairman; W. H. Hoffmann, A. G. Steele, W. V. Crawford and S. B. Price.

In addition to the first trip in July, two are planned for August and the final trip during the early part of September. It was definitely decided last night to make the trip to Dublin over the Texas Central, August 5. Points to which the other three trips will be directed will be decided by the committee, and will probably be the same as originally outlined. A strong Cotton Palace committee will work in connection with the Y. M. B. L. committee.

Directors at the special meeting last night were enthusiastic over the prospects of carrying out the trips this year as planned, which was made possible by the decision of General Manager Webb of the Katy to restore the trade trip rate of 41 per cent. Advantages of the delay in starting the trips were pointed out, the time being nearer the opening of the Cotton Palace and after summer harvest had been completed. Directors were positive that the later time would be more acceptable to the Waco merchants who signed up for the four trips.

## City Commission Will Meet Today

The anti-parking ordinance, prohibiting the leaving of automobiles on Austin avenue between the square and Eighth street, ordered at the last meeting of the city commission, will be brought in by City Attorney John Maxwell at the regular weekly meeting this afternoon. Some opposition to the ordinance developed at the last meeting when the matter was brought up by a delegation from Austin avenue merchants, and it is probable that this opposition will become more clearly defined at the meeting this afternoon. Commissioner Dinkens was openly opposed to the ordinance on the ground that it would not furnish a satisfactory solution to the congested condition of the street between the above limits. Some change in the limits clause of the ordinance to eliminate the block from the square to Fourth street may be made, he said, in this block not signing the petition for the ordinance presented at the last meeting.

Formal arrangements between the city commission and the water commission for turning the old reservoir site on Colonial Hill into a park, with the addition of the ground adjoining to be donated by Col. W. W. Seely, will be completed at the meeting this afternoon, following a meeting of the water board last night at which it was unanimously decided to accept the offer of Mr. Seely. It is not thought that any hitch will be found in the conference of the two boards this afternoon, as it is known that a majority of the city commission favors the park proposal.

A popular musical concert by Prof. Anton Navratil will be given at the roll chapel this morning at 9:30 for the entertainment of the summer students and any friends from the city who can attend. Prof. Navratil, who is the director of the Baylor Symphony orchestra, and for some years teacher of violin, is a European trained violinist and is considered by all who hear him one of the best in the south.

He has given in recent years a series of concerts which have proved very popular in various Texas cities and through which he has attained an enviable reputation throughout the state. As director of the orchestra, several large audiences have heard him at Baylor and on special occasions at the Cotton Palace and elsewhere. During the regular school year his orchestra and violin concerts draw probably the largest crowds of all the musical events and he has been exceptionally popular with Waco people.

The program of this morning's concert will be suited to the popular audience by special request of the authorities, and Mr. Navratil will devote much of his time to playing the classical melodies.

Program.

Serenade ..... Schubert

Larghetto (from Sonata) ..... Tartini

Spring Song ..... Mendelssohn

Audant (from Concerto) ..... Mendelssohn

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Melodie ..... Gluck

The Rain ..... Bohm

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Lecture and Recital Are Given at Baylor

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Mr. E. W. Provance will continue the series of evening stereopticon lectures on July 17 at 8:15, by a lecture on Japan. Mr. Provance's residence of several years in that country and his knowledge of the people and their customs will make the lecture of especial interest and of educational value, and an unusually good set of colored slides have just been

Procured with which to illustrate the lecture.

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The story hour for Friday evening will be given chiefly to "chalk talks" from a lady of considerable experience who has kindly consented to furnish this part of the program. These always prove very popular with children as well as grown-ups and they will be made as entertaining as possible.

CITY NEWS BRIEFS.

Yesterday was a quiet day at the court house, the sheriffs' and winners' meetings being attended by many of the county officers.

The revival services at Morrow Street Methodist church being conducted by Rev. Humphrey Lee will close Sunday night. Much interest has been aroused in the meeting and many are being converted.

While attempting to help Tom Scudder, a boy whose team was frightened, H. B. Sligh was struck by a passing automobile and his left arm broken. The accident happened near the mile west of Waco on the Speegleville road.

Word has been received here that Mrs. C. D. Bullock and her daughters, Mrs. C. Herbert Green and Mrs. W. S. Plunkett, have been named as heirs in the will of Mrs. Anna King of Lebanon, Tenn., a sister of Mrs. Bullock, who died recently.

Business throughout the state is growing for the National Biscuit company in spite of the fact that it is midsummer, declares W. C. Smedes, state superintendent for that company, who is spending a few days with A. Davis, local manager. Mr. Smedes thinks the entire state is in good shape and that conditions will grow better still as the fall months approach.

W. H. Hoffmann, postmaster, is in receipt of an exceptionally large muskmelon and of fine flavor, which he received with the compliments of the grower, Moody Griffin of R. F. D. No. 7. The melon is one of the largest of its kind recently seen here and indicates what the soil of the China Springs community is capable of producing.

Corporal (to soldier reporting sick)—What's the matter with you?

Tommy Atkins—Pain in my back.

Corporal—Haddomen be 'anged, Stumplek, you mean. It's only hoifiers as 'as haddomen.—Boston Transcript.

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## HARDER'S HAT SHOP 504 Austin GENUINE CLEARANCE—

Palm Beach Clothing, Panamas, Straw Hats, Silk Shirts

Begins Friday 16th—Be Among the First to Come

While Picking is Good—

**Hats**  
Smart Styles  
**\$1.65**  
Every Good Weave  
Values up to \$4.00

**Genuine—**  
**PALM BEACH SUITS**  
**\$5.95**  
Bearing the Label  
Light and Dark Colors

**Straw**  
**Hat Special**  
**95c**  
Broken Lots—  
Values up to \$2

**Palm Beach Color, Work Pants 95c**  
**Suit Cases**  
**H. C. Harder**  
504 AUSTIN AVENUE  
Traveling Bags

## Mexico's Condition Ascribed to Lack of Good Citizenship

County Attorney John B. McNamara Tells Working Boys' Club That Character Counts.

Mexico is in the deplorable plight it is today because of the lack of a law-abiding, competent, efficient citizenship, John B. McNamara, county attorney, told the members of the Working Boys' club last night. He urged upon the boys the necessity of upholding the dignity of the law as the first requisite of good citizenship and showed how that without this civilization worth the name was possible.

He bade the working boys not to be discouraged because of hardships they had to overcome, telling them that these same hardships, if used properly, would be the means of developing character in them which no amount of wealth or social position, in themselves, could give them. Money, in itself, can give them neither character or education or happiness, he said, and assured them that by making the most of the opportunities they have they can make the best and most successful types of citizens.

The accident he told the story of the wisdom displayed by Solomon, following his choice of judgment as the most valuable thing God could give him, and Mrs. R. Spencer Wood delighted the audience with two vocal selections with piano accompaniment by Prof. F. Arthur Johnson.

Four boys were expelled from the club for misconduct.

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## PANTATORIUM SUIT CLUB

110 S. 6th St. New Phone 1624  
Four Suits pressed, shoes shined every day for \$1.00 per month.

## Important Meeting of Life Underwriters at State House Saturday

The Central Texas Association of Life Underwriters will have their July monthly meeting tomorrow at the New State House at 12:30 p. m. Secretary Link is looking forward to a large attendance, as the principal business for attention at this meeting will be the naming of five additional delegates and five alternates to the annual convention of the national association, which takes place in San Francisco this year, the sessions being Aug. 10, 11 and 12.

The association will have a special train from Chicago to San Francisco, leaving Chicago Thursday, Aug. 5. This association will send in the neighborhood of fifteen delegates.

## Bids for Submarines to be Opened Sept. 24

Washington, July 15.—Bids for sixteen new submarines, authorized by the last congress, will not be opened until Sept. 24, Secretary Daniels announced today, in order that two shipbuilding companies which have obtained patent rights to build boats of a successful type now used by two or more of the European belligerents may have a chance to compete.

Mr. Daniels acted, it is understood, on the strong recommendation of his advisory council, which discussed the matter yesterday. It was urged that information as to the undersea boats would be particularly valuable in view of the contemplated expansion of that branch of the navy.

The companies obtained the right to build the European submarine known as the Hay-Don type some time ago, but interrupted communication with Europe, due to the war, made it impossible to get data on which to submit bids on Aug. 2, the date originally set for the opening of bids.

The new vessels will be similar in size to the letter L type boats now in commission. They will have a surface cruising radius of between 5,000 and 6,000 miles and be equipped with the new three-inch disappearing guns.

As Usual.

Crawford—What kind of an accident was it?

Crabshaw—Unavoidable. He tried to cross the street, and an auto got him.—Judge.

First Boy—My father's been everywhere.

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CITY NEWS BRIEFS.







*Flitchers*







# NAVIGATORS BEAT DALLAS AND ARE NOW BUT HALF GAME FROM TOP

Oilers Help Waco to Climb by Drubbing the Pirates. Skippers Win From Giants With Few Hits—Al Walters Has Great Day—Grubb Also Features at Third.

By winning yesterday's game from the Dallas Giants while Beaumont was beating the Galveston Pirates, the Navigators climbed closer to the top than they have been since the Pirates went into their long stay at the top. The locals are now but a half game from the Pirates. With the pitchers going good and the club hitting like a conflagration, there is little doubt but that they will tumble the Buccaneers in a few days.

It was a regular Houston win the Navigators put over on the Dallas Giants yesterday, due to an off-day on the part of the heavy sluggers of the club. Six hits made four runs for the locals, while Dallas was barely able to get one run in, with an even dozen safeties. And that run was forced in, so that none of their hits really scored a run.

With pep to burn, save in the hitting department, the Navigators completely outplayed Dunn's aggregation. With their old confidence much in evidence it would have taken all the breaks in the world to have stopped the bunch.

Clifford Markle was a little wild, and was hit rather often and in bunches at last, but great fielding in the Dallas threats while they were yet threats. The win came with seeming ease. In one inning, the sixth, when Markle allowed three hits and then donated a run by walking Kellerman, was the only damage done. Waco's seventh win this all of the season with two more runs, however, and left no doubt as to whose game it was.

Waco hit in pinches and Dallas did not. This tells the whole story of the game. Turkey Kelly in the role of pinch hitter, who took Markle's place at bat much to the chagrin of the Dallas fans, delivered in the style for which the freckled-face receiver has become famous. His hit brought in a run in the seventh inning and Tanner's squeeze made the total four.

Professor Hutton Ogil finished the game for Waco after Markle had given way to Kelly at bat. Ogil was not hitting well, but got through without serious mishap, although he too touched some. In fact, the Giants had their batting tops on and looked formidable at bat, but caught a series of three games which Dallas won in the May trip north at Waco were left out. This makes five wins with the two from Shreveport and yesterday's makes six won and fifteen lost with Gerald handling the indicator.

The score on the board showed Galveston 2, Beaumont 0. Malmquist stepped to that time, the seventh, he had been unable to connect with Bono's delivery. The boy fussed around with the score book for a moment, then hung up a big 4 on the Oiler line. Maybe there was something psychological in the effect who can prove there wasn't—anyway, Malmquist stepped off with a single and two runs were made.

Waco put the ball across in the second. Walters hit over second. With Malmquist at bat he stole second. Malmquist walked. Walters stole third. Grubb hit through short and Crouch left it go through. Grubb reaching third on the error and Walters and Wohlleben scoring. Markle fanned and Tanner grounded out. Brownlow making a great play for the deep hit ball.

In the sixth for Dallas, with one out, Crouch singled to left. Snedecor hit through second. Brownlow lined one to left. But Crouch scooped it just back of short and the runner was held at third. Markle walked Kellerman, forcing in Crouch. Dunn and Jones fanned out. Waco took two more in the seventh. Malmquist hit through short. Wohlleben hit through second on a hit-and-run play. Grubb sacrificed. Kelly hit for Markle and singled past first, scoring Malmquist and sending Wohlleben to third. He took second on the throw in. Tanner squeezed Wohlleben in and was called out by Hays at first. Snedecor to Kellerman. Hardy protested the decision and was sent to the bench.

The Score. AB R H O A E. Waco—Harrison, rf..... 5 0 2 0 0 0. Tullis, 3b..... 4 0 1 0 3 0. Crouch, lf..... 4 0 0 0 0 0. Snedecor, 1b..... 4 0 0 0 0 0. Brownlow, ss..... 4 0 0 0 0 0. Kellerman, 2b..... 4 0 0 0 0 0. Dunn, c..... 4 0 0 0 0 0. Bono, p..... 4 0 0 0 0 0. Totals..... 35 0 2 0 13 0. \*Hit for Markle in 7th. Dallas—Harrison, rf..... 5 0 2 0 0 0. Tullis, 3b..... 4 0 1 0 3 0. Crouch, lf..... 4 0 0 0 0 0. Snedecor, 1b..... 4 0 0 0 0 0. Brownlow, ss..... 4 0 0 0 0 0. Kellerman, 2b..... 4 0 0 0 0 0. Dunn, c..... 4 0 0 0 0 0. Bono, p..... 4 0 0 0 0 0. Totals..... 35 0 2 0 13 0. \*Batted for Bono in 9th. By innings—Waco..... 000 000 20—4. Dallas..... 000 001 000—1. Innings pitched by Markle 7; hits 8. Bases on balls, off Markle 5; Bono 2. Batter hit, Crouch. Struck out, by

Markle 1, Ogil 1, Bono 2. Two-base hits, Harrison, Crouch, Storch. Sacrifice hits, Markle, Grubb. Stolen bases, Walters to Malmquist. Left on bases, Waco 4, Dallas 12. Time of game, 1:45. Umpire, Hays.

## SPORTING COMMENT

Walters picked off first nicely in the seventh. According to Beaumont reports, the Pirates have been giving a good exhibition of quittles in the last few games.

Methods a la Dunn of having the pitcher strolled over to first base to take his signals may be necessary, but they have a strong tendency to lengthening the game. Grubb ran into the fence for a pop foul of Stephens who was batting for Bono in the ninth. He held onto the ball. Grubb was decidedly in yesterday's game.

Complaint has been made that improper language is being used in the bleachers. It was said last night that the ground policeman would be asked to prevent its recurrence.

Thank you, Oilers. You've hung onto the job faithfully for us and by rights we should have taken advantage of your efforts before this, but it's all appreciated, we assure you.

Owner Joe Gardner yesterday declined to say whether or not he has sold King Brady, premier pitcher of the Dallas Giants, to the New York Americans. Rumors to this effect have been current for several days.

Those old .300 hitters all laid back and watched the rest of the gang put across the win. All but Walters—he cracked one clean single through second in the second inning and stole two bases, then scored on Grubb's hit.

In enumerating the number of games the Navigators have won with Hays umpiring, a series of three games which Dallas won in the May trip north at Waco were left out. This makes five wins with the two from Shreveport and yesterday's makes six won and fifteen lost with Gerald handling the indicator.

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# HAGERMAN'S ERRORS GIVE RED SOX VICTORY

TWIRLER HANDLES BUNTS AWKWARDLY AND BOSTON CHASES THREE RUNS ACROSS.

Bressler Hard Nut for Chicago to Crack, While Cicotte Presents No Problem for White Elephants.

Cleveland, July 15.—Hagerman's bungling fielding of bunts gave Boston a 4-1 victory over Cleveland. Three of Boston's runs were attributed to his fallures. Barry's one-hand catch of a line drive by Granev cut off two Cleveland runs. The score: U R H E. Cleveland..... 000 002 010—2 11 0. Boston..... 000 003 010—4 10 2. Hagerman and O'Neill; Shore and Cady.

Philadelphia 5, Chicago 2. Chicago, July 15.—Inability to hit Bressler in the pinches today cost Chicago the game with Philadelphia which the visitors won 5 to 2. The Athletics had little difficulty in bunching their hits off Cicotte. The score: U R H E. Philadelphia..... 000 102 020—5 11 0. Chicago..... 000 001 000—2 5 1. Bressler and Lapp; Cicotte, Wolfgang and Schalk.

St. Louis 5-4, Washington 2-3. St. Louis, July 15.—St. Louis today took a double-header from Washington. George Sisler, the Michigan University star, pitched the first game for St. Louis. Washington tried hard to win the second game in the ninth, but with the bases full Hamilton fanned Williams. The score: U R H E. Washington..... 000 000 020—2 8 0. St. Louis..... 000 030 110—5 12 1. Engel, Hopper, Ayres and Henry; Williams, Sisler and Agnew.

Second game—U R H E. Washington..... 200 001 000—3 11 2. St. Louis..... 000 100 030—4 5 2. Shum and Henry; James, Hamilton and Agnew.

Panthers Play Ragged Behind Poor Pitching. Shreveport, July 15.—Fort Worth played ragged ball today, while both Kerr and Bushelman were ineffective and the locals won the second straight from the Panthers 12 to 4. Crouch started for the locals, but was relieved by McLeod after the fourth. Manager Atz was sent from the park for disputing a third strike. The score: U R H O A E. Fort Worth—Atz, 2b..... 2 0 0 1 0 0. Bono, ss..... 5 1 0 3 3 0. McMurray, rf..... 2 0 0 1 0 0. McVey, lf..... 5 0 0 1 0 1. Harper, cf..... 3 1 2 1 1 1. Hunter, 1b..... 4 1 3 2 2 2. Lee, 3b..... 4 1 3 2 2 2. McChesney, lf..... 3 0 1 1 0 0. Betts, c..... 2 0 1 0 2 0. Kerr, p..... 2 0 1 0 2 0. Bushelman, p..... 2 0 0 1 0 0. Totals..... 35 4 11 24 13 4. Shreveport—Recker, rf..... 5 0 0 1 0 0. Murphy, ss..... 3 2 2 0 3 0. Schraeder, 1b..... 4 1 3 7 0 0. Barr, lf..... 5 2 1 1 0 0. Smith, c..... 4 2 2 0 0 0. Toland, c..... 0 0 0 0 0 0. Knaupp, 2b..... 3 2 2 2 3 0. Kneaves, ss..... 4 2 2 4 0 0. Durkin, 3b..... 4 0 1 3 0 1. Crum, p..... 1 0 0 0 0 0. McLeod, p..... 1 0 0 0 1 0. Totals..... 35 12 14 27 12 2. \*Batted for Crum in 4th. By innings—Fort Worth..... 000 000 001—1. Shreveport..... 011 234 610—12. Stolen bases—Knaupp, Smith 2. Sacrifice fly, Kneaves. Two-base hits, Kneaves, Harper, Kerr. Three-base hit, Hunter. Home run, Kneaves. Double plays, Schraeder, Kneaves, Knaupp. Sacrifice bunts, Kneaves, Knaupp. Innings pitched by Crum 4; Kerr 5. Hits off Crum 4; Kerr 11. Bushelman 2. McLeod 2. Struck out, Crum 4; Kerr 2. Wild pitches, Crum, Bushelman. Umpire, Miller. Left on bases, Fort Worth 7, Shreveport 8. Time, 2 hours.

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# PHILLIES BEAT CARDS WHEN STOCKPILERS

FORMER GIANT SINGLES AND SENDS IN KILLER WITH WINNING RUN.

Saier's Batting and Lavender's Pitching Puts Over Second Cub Victory in East on Present Invasion.

Philadelphia, July 15.—Philadelphia won a hard-fought game from St. Louis in the tenth inning 4 to 3 when Stock, a pinch hitter, singled and sent in Killifer with the winning run. The score: U R H E. Philadelphia..... 000 030 000 0—4 10 2. St. Louis..... 000 003 000 0—3 10 2. Robinson, Perdue, Griner and Snyder; Rixey and Burns, Killifer.

Chicago 5, New York 2. New York, July 15.—Saier's timely hitting and Lavender's pitching enabled the Cubs to defeat the Giants here today 5 to 2. In the second inning McGraw was ordered from the field for talking back to the ump. The score: U R H E. Chicago..... 100 002 020—5 9 0. New York..... 101 000 000—2 8 3. Lavender and Bresnahan; Perritt, Schupp and Deoin.

Boston 3, Pittsburgh 2. Boston, July 15.—Boston defeated the Pirates 3 to 2 today. The locals scored all their runs in one inning on one hit. The score: U R H E. Pittsburgh..... 011 000 000—2 7 3. Boston..... 000 030 000—3 5 1. Cooper and Gibson; Rudolph and Gowdy.

Brooklyn 4, Cincinnati 2. Brooklyn, July 15.—Douglas pitched another great game today and Brooklyn defeated Cincinnati 4 to 2. After making a sensational running catch of Rodgers, the eighth Myers was overpowered by the bat and the game was delayed several minutes until he recovered. He finished the game. The score: U R H E. Cincinnati..... 011 000 000—2 7 3. Brooklyn..... 011 100 010—4 10 1. Hill, Ames and Wingo; Douglas and Miller.

Beaumont, July 15.—Staging another uphill fight today, the Oilers won their seventh straight game 5 to 2. Moore was effective until the sixth, when he and his support took an ascension. Dodd and Howard were the notable pinch hitters. In only one inning did the Pirates annex more than one hit. Martina was invincible after the second inning. The score: U R H O A E. Beaumont—Nixon, cf..... 4 1 2 0 0 0. Schwend, ss..... 3 0 0 3 4 0. McMahon, 2b..... 4 0 0 3 0 0. Dodd, 2b..... 4 1 1 4 1 0. Clark, cf..... 4 0 2 0 0 0. Smith, ss..... 2 0 0 4 5 2. Johnson, cf..... 4 0 0 0 0 0. Tarleton, lf..... 4 1 1 2 1 0. Hill, ss..... 0 1 1 0 0 0. Jordan, c..... 2 0 0 3 2 0. Moore, p..... 3 0 2 0 3 0. Totals..... 28 2 6 24 19 3. \*Batted for Cooke in 6th. By innings—Beaumont..... 110 000 000—2. Galveston..... 000 004 010—5. Two-base hits, Madden, Clark, Frantz. Sacrifice hits, Watson, Smith, Schwend. Stolen bases—Madden, Frantz 4. Bases on balls, off Moore 2, Martina 3. Double plays, Clark and Dodd; Moore, Smith and Tarleton; Watson, Smith and Tarleton. Stolen bases, Baserwald, Tarleton 2, Martina. First base on errors, Galveston 1, Beaumont 3. Left on bases, Galveston 4, Beaumont 3. Time, 1:45. Umpires, Wright and Gardner.

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# Real Service

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Special account Cotton Carnival and Exposition.

### GALVESTON Round Trip

\$4.90

On sale Saturday, July 24, limit July 26.

Train leaves 10:10 p. m.

Corpus Christi and return \$10.30

Galveston and return \$8.00

On sale every Friday, limit ten days.

Standard Pullman sleeper service, Waco, Austin and San Antonio. Open 9 p. m.

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### Summer Tourist Tickets

NEW YORK, N. Y.

And Return—All

Rail \$59.50

NEW YORK, N. Y.

And Return, Water

and Rail \$80.00

PHILADELPHIA, PA., and Return

\$55.00

ATLANTIC CITY, N. J., and Return

\$57.75

SAN FRANCISCO, CAL., and Return

\$52.50

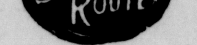
All tickets selling daily. Choice of routes. Cleanest and most comfortable service. Oil burning locomotives. Dining and Observation Cars.

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112 S. 4th St.

### Summer Tourists

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Commencing June 1, Limited to Oct. 31, 1915

We will sell summer Tourist Tickets to points in Southeast, East and other points. Liberal stopovers.

W. GILLESPIE

C. P. and T. A.

### Gulf Coast Resorts

Best Reached Via the

### S. A. & A. P. Railway

Round Trip Rates from Waco are as follows:

Corpus Christi \$12.05

Aransas Pass \$12.05

Rockport \$13.05

Brownsville (Via Sinton) \$18.05

Brownsville (Via Corpus Christi) \$18.95

Limit 90 Days.

### SOUTHERN WELDING CO.

successors to

### THE WACO WELDING CO.

Can weld anything under the sun but a broken heart or the break of day.

929 FRANKLIN STREET

Old Phone 1522.

### Standard Hat Works

High-class remodeling, blocking and cleaning.

119 N. 5th St. New Phone 872.

### TRY A NEWS WANT AD.

## MARKET REPORT

### COTTON

New York, July 15.—The cotton market was very quiet today and fluctuations within a range of 7 or 8 points, with the close steady at a net advance of 1 to 3 points.

Liverpool was lower than due, and the local market opened at a decline of 1 point, but quickly rallied on the improved tone of international politics, a little Wall Street buying and a renewal of scattered covering. This bulge carried prices about 4 points above last night's close, but the continued good weather in the south checked fresh buying for long account and the market soon eased off in sympathy with a decline in New Orleans.

There was some southern selling, as well as local realizing on the setback, which carried prices some 3 to 5 points net lower, but offerings were limited and a rally in New Orleans was followed by renewed steadiness here.

Closing prices were within 2 or 3 points of the best.

There were some complaints of shedding from eastern sections of the belt, and continued drought was reported in Southern Texas.

Private cables reported a very small market in Liverpool and many took the action of the local market as indicating scattering accounts had pretty well evened up.

Exports today 8384 bales; so far this season 8,218,841; receipts 55,555; United States port stocks 803,588.

### NEW ORLEANS

New Orleans, July 15.—Small declines and gains were made by cotton today, the market being at a standstill most of the time. The close was at a net rise of 3 to 4 points, which was practically the highest of the day. The supply of facts was not liberal, especially late in the session, but at the same time there was little special buying of any character.

Weather conditions over the belt continued favorable and the map caused some selling. During the morning, the trading months were sent 7 points under yesterday's close, but in the afternoon this decline was regained.

What steadiness the market had was due chiefly to reports of improvement in the spot demand. Spot brokers taking that Russia especially was taking an interest in the market.

### SPOTS

#### Galveston

Galveston, July 15.—Cotton trading 8:50; receipts 1893; sales 181; stock 128,046.

#### Liverpool

Liverpool, July 15.—Cotton spot was steady.

Good middling 5.45

Middling 5.15

Low middling 4.69

Sales 12,000; four speculation and export 2500; receipts 1000 bales.

### FUTURES

#### Liverpool

Liverpool, July 15.—Cotton futures were quiet today at the close:

July-August 4.99

August-September 5.03

September-October 5.11

October-November 5.16

November-December 5.22

December-January 5.25

January-February 5.29

February-March 5.32

March-April 5.38

April-May 5.41

May-June 5.44

June-July 5.47

July-August 5.49

### WHEAT

Chicago, July 15.—Somewhat reassuring developments about the black rust danger in the spring crop belt did a great deal to ease a set-back today in the price of wheat. The market closed nervous 3/4¢ under last night. Corn lost 3/4¢ to 1¢, net, oats finished 1/2¢ off to 3/4¢ up and provisions showed gains of 2 1/2¢ to 2 3/4¢.

Although black rust reports came from a number of new points in the northwest, traders seemed to be chiefly impressed by the absence of word that any actual damage had been done. In this connection a high authority went on record with the opinion that there was no more of the plague this year than usual. Many holders therefore took profits and showed especial vigor in doing so, on a rather sharp upturn of the market about midday.

Corn dragged more or less all day, owing to favorable crop news. Hot weather was said to be rapidly forcing growth. In the oats crowd shorts trying to cover ran up the price of the July delivery. The later options, though, fluctuated with other grain.

Higher prices for hogs carried provisions up. Besides, an improvement was reported in the demand for cured meats.

### FUTURES

#### Wheat

Wheat—Open High Low Close

July 1.15 1.18 1.14 1.15

Sept 1.09 1.10 1.07 1.08

Dec 1.12 1.13 1.10 1.10

Corn—

July .77 77 76 76

Sept .73 73 72 72

Oats—

July .48 48 48 48

Sept .38 38 37 37

Dec .40 40 39 39

Pork—

July 15.25 15.25 15.15 15.15

Sept 15.25 15.25 15.15 15.15

Lard—

July 8.25 8.30 8.25 8.30

Sept 8.37 8.45 8.35 8.42

Ribs—

July 10.00 10.17 10.00 10.17

Sept 10.00 10.17 10.00 10.17

### CASH GRAIN

#### Chicago

Chicago, July 15.—Wheat—No. 2 red nominal, No. 2 hard \$1.42.

Corn—No. 2 yellow 75 3/4¢ to 79 1/4¢.

Oats—Standard 55 1/2¢ to 56 1/4¢.

Barley 73 3/4¢.

#### Kansas City

Kansas City, July 15.—Wheat—No. 2 hard \$1.31 1/2¢ to \$1.32 1/2¢.

Corn—No. 2 mixed 75 1/2¢ to 76¢.

Oats—No. 2 white 52 1/2¢.

St. Louis.

St. Louis, July 15.—Wheat—No. 2 red \$1.27 1/2¢ to \$1.28 1/2¢.

Corn—No. 2 78 1/2¢.

Oats—No. 2 53¢.

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Made in Waco

Fire Escapes, Awning STUBBS FOUNDRY  
Rods, Structural Steel,  
Get prices.

# Waco Morning News

Made in Texas

Reinforcing Steel, any STUBBS FOUNDRY  
quantity, cut and fab-  
ricated at lowest prices. CO., F. A. Winchell,  
Trustee.

## ECHOES OF CHICAGO AT AD CLUB MEETING

W. V. CRAWFORD READS INTER-  
ESTING ADDRESS ON RETAIL  
DEPARTMENT.

## DIRECTORS HOLD CONFERENCE

President Harman Appoints Educa-  
tional Committee, Continuing J.  
W. Carlin as Chairman.

Careful study shows that about 2 1/2 per cent of gross receipts is the approximate amount that should be expended for advertising by the average retail establishment, according to figures read to the Waco Ad club last night, as given at the national convention at Chicago by one of the leading advertising men of the country. Mr. Crawford's address was on the retail advertising department of the big convention and it was listened to with a great deal of interest.

The regular luncheon of the club was held at the Y. M. C. A. last night, after which J. W. Carlin, chairman of the educational committee, introduced Mr. Crawford. After the address was concluded, Mr. Carlin supplemented it with a few ideas he had gathered from the convention, and both Mr. Crawford and Mr. Carlin answered a number of questions.

Among the mottoes used in Chicago which appealed to Mr. Carlin were: "Advertising is the speech of business; Advertising is not to sell goods but to enable people to intelligently buy goods. A word in an ad should mean just what it does in the dictionary. Much of goods blunders unseen due to lack of advertising until it comes out on the bargain counter. Bargain hunters drift from store to store, wherever the bait is, and do not stick like regular customers."

Mr. Carlin told about a store in the central west where figures had been compiled and 2 1/2 per cent of gross receipts were used for advertising. Of this, 2 per cent went to the newspapers, the other 1/2 per cent including everything else, including the advertising managers' salaries. The store does a business of \$5,000,000 a year, thus making the newspaper account \$60,000 a year.

The directors held a session after the meeting and President C. B. Harman appointed as his educational committee J. W. Carlin, chairman; E. A. Miller, L. S. Henry, T. H. Jackson and E. C. Biomeyer. An effort was made to get as many kinds of advertisers represented on the committee as possible.

## STOP! CALOMEL IS QUICKSILVER

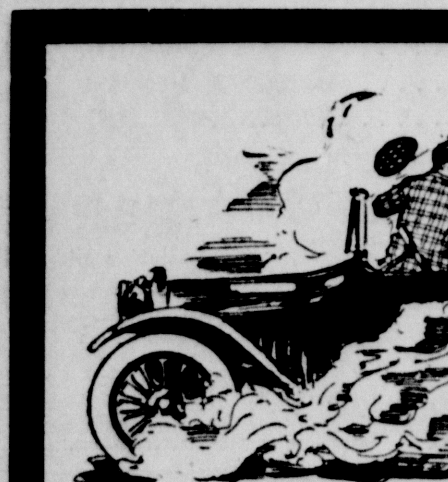
IT'S MERCURY! ATTACKS THE  
BONES, SALIVATES AND  
MAKES YOU SICK.

There's no reason why a person should take sickening, salivating calomel when 50 cents buys a large bottle of Dodson's Liver Tonic—a perfect substitute for calomel.

It is a pleasant, vegetable liquid which will start your liver just as surely as calomel, but it doesn't make you sick and can't salivate.

Children and grown folks can take Dodson's Liver Tonic, because it is perfectly harmless.

Calomel is a dangerous drug. It is mercury and attacks your bones. Take a dose of nasty calomel today and you will feel weak, sick and nauseated tomorrow. Don't lose a day's work. Take a spoonful of Dodson's Liver Tonic instead and you will wake up feeling great. No more biliousness, constipation, sluggishness, headache, coated tongue or sour stomach. Your druggist says if you don't find Dodson's Liver Tonic acts better than horrible calomel your money is waiting for you.



## ATTENTION!

**Aetna Combination Automobile Policy**

Automobile Fire Insurance \$5.00 Per Thousand  
Automobile Theft Insurance \$1.50 Per Thousand

We issue Fire and Theft Insurance at the above low rates, in our most complete Combination Policy.

**An Aetna Contract Guaranteed by the Aetna Millions**

Phone No. 650, New Phone, NOW, for our representative, who will give full particulars regarding the Aetna Combination of "Full Automobile Protection," and the cash saving therein for you.

## E. W. Marshall & Co.

**GENERAL INSURANCE**

107 SOUTH FIFTH ST. WACO, TEXAS.

possible, the result being an advertising manager for a department store in the person of Mr. Carlin of Goldstein-Miller's, specialty stores; and Mr. Miller of the Walk-Over Shoe shop, a printer in Mr. Henry, a real estate man in Mr. Jackson and a public utilities man in Mr. Biomeyer of the Texas Telephone company. President Harman, advertising specialist, is an ex-officio member of the committee.

President Harman read his report of the year's activities. Among the items mentioned were the holding of the state convention here in February, which has been declared the largest and most successful in the history of the state; adoption of a standards of practice, binding the members to truthful advertising, to which the newspapers subscribed; the co-operating in taking a unified Texas delegation to Chicago; the forming of the nucleus of a club library, and President Harman complimented the educational committee very highly for the manner in which the meetings had been conducted and the programs arranged. Mr. Carlin was chairman of the committee for the year just closed.

Secretary T. H. Jackson and Mr. E. Davis, chairman of the publicity committee, also made their reports.

Mr. Crawford's address, which showed thorough preparation and knowledge of his subject, was as follows:

The retail departmental meetings started with the Boston convention and in the time that has elapsed since that wonderful meeting the retail departmental has been worked down to a most perfect basis. This departmental easily carried away the honors at Chicago for the largest attendance. The first talk was delivered by L. E. Kirstein, vice president of the William Filene's Sons company of Boston. It was styled "The Future and Responsibility of the Advertising Department of a Retail Store," and it presented the point of view of the proprietor. This member of the firm, this man who pays the bills for publicity, this man who is one of the heads of a big business and who has figured the problems of a retail store from every angle made this remarkable statement: "First of all, the publicity manager of the Filene store manages the publicity. He is responsible for it all from the chirp of canary birds in the restaurant to the flaming electric light on the roof. Certain laws are laid down for his guidance, but he alone is responsible for the right enactment of those laws. The publicity department of the Filene stores, it was brought out, has three distinct arms: advertising copy, window decorations and display and entertainment. He stated that outsiders who were told of the extensiveness of the store's publicity organization were surprised that the staff should be so large and evidently so costly. But the Filene store proceeds upon the theory that nothing is more important than its publicity. It is not what we think of ourselves that counts but what the public thinks of us he explained. It is one thing to make a statement about merchandise or about the store and another to get the public to credit that statement. His line of argument impressed the fact that mere talk with nothing behind it is only talk, or as I heard a great financier say in St. Louis, it makes fine conversation, but we don't loan money on conversation, and it is my personal opinion that people don't buy merchandise on conversation.

Back of your advertising must be what the banker calls collateral. And advertising collateral is being able to carry out what you say in print and then carrying it out to the letter. Not just technically doing it. This gentleman of the Filene stores made it plain that his concern considered it most important to make the people realize that what they said they meant and he said that he had never stopped at any trouble or legitimate expense to convince the public that there was something well worth while back of the cackle of their advertising. He stressed the necessity for strict truth. No statement that the advertising department does not have absolute proof of at the time it is to be printed can appear in their advertising copy. I will close here with Mr. Kirstein's talk, although I could spend an hour pointing out the valuable information that he imparted.

Wanamaker Advertising.

Next came Apple of the Wanamaker stores; he talked on the elimination of comparative values in advertising and presented the fact that comparative values in advertising are passing. He stated that in the Philadelphia store John Wanamaker had eliminated entirely comparative values. After his talk he was brought face to face with one of the Philadelphia ads in which the statement was made that "these suits at \$15.00 are worth fifty per cent more," and he had to back down and admit that that statement was but a subterfuge for comparative values. I cite this example of how the meetings were handled. The man who

went into those meetings without being sure of what he was going to say and without having the stuff to back up what he did say, whether he held a high or low position in the advertising world, found that those men demanded truth in theory, in practice and in everything down to the smallest detail.

Gross Receipt Plan.

Next on the program came L. R. Parsons of the Carson, Pirie Scott company of Chicago, and his subject was that big topic of all advertising, whether it is little or big and it was this: "How Much Should I Spend on Store Spending for Advertising?" I was glad personally to hear him base the appropriation, the amount of money that should be spent for advertising, on gross receipts, for I have long been of the opinion that this is the only way that you can get at this proposition.

I made an investigation some years ago along this line based on the big stores and the small stores throughout the country, and it was gratifying to me to know that the results of his research on this important point figured out along the same lines and brought practically the same answer as my own investigations had revealed. He proved by his argument that the location of a store is a factor in determining the amount to spend on advertising. He proved that the length of time the store had been in business is a factor, that the general reputation of the store was a factor, as related to the amount he had changed its policy two or three times or had started with a principle and stuck to it.

He stated that he knew of stores that were paying as much as one and one-half per cent of their entire gross receipts for advertising, and he stated that he knew of several stores whose yearly expense for advertising runs as high as four per cent of their gross receipts. He stated that he did not, however, know of any store that spent less than one and a half per cent of their gross receipts for advertising that went very far in a business way. And on the other hand, there were few stores that spent very long that spent more than 4 per cent. A careful analysis of his findings brought out the fact that under general conditions, the location and general store reputation taken into consideration that 2 1/2 to 3 per cent of the gross receipts was the proper amount to spend for advertising. This, to my mind, is about as near as it is possible to figure the question out in a general way.

Percentage Figures.

You can take from his argument enough facts to form a basis for your individual business. Conditions of the country, crop conditions and other general local conditions must enter into your study of this question, but generally speaking, the figures for various lines as given out by Mr. Parsons and as agreed on to be about correct by those in attendance run on this order:

Suits and velvets 1 1/2 per cent, dress goods 2 per cent, wash goods 1 1/2 per cent, laces and embroidery 1 per cent, ribbons 1 per cent, trimmings 1 per cent, notions 1 per cent, veils 1 1/2 per cent, handkerchiefs 1 1/2 per cent, women's neckwear 1 per cent, gloves 1 1/2 per cent, hosiery 2 per cent, cotton knit underwear 2 per cent, silk knit underwear 3 per cent, parasols and umbrellas 2 per cent, jewelry 3 per cent, hair goods 4 per cent, leather goods 3 per cent, toilet goods 2 per cent, furniture 5 per cent, linens 1 1/2 per cent, carpets-rugs 8 per cent, curtains 3 per cent, art needlework 1 1/2 per cent, silverware 3 per cent, china and glassware 3 per cent, trunks and bags 4 per cent, house furnishings 4 per cent, books 3 per cent, women's and misses' suits 3 per cent, dresses 4 per cent, girls' apparel 3 per cent, women's and misses' coats 3 per cent, shoes 3 per cent, waists 3 per cent, separate skirts 3 per cent, millinery in season 3 per cent, petticoats 2 1/2 per cent, lingerie 2 per cent, negligees 3 per cent, infants' wear 2 1/2 per cent, corsets 3 per cent, furs in season 3 per cent, men's clothing 5 per cent, boys' clothing 4 per cent, men's shoes 3 per cent, infants' wear 2 1/2 per cent, men's hats 4 per cent; total average 2 2-3 per cent.

I have taken the trouble to give you the figures as presented at the Chicago meeting here because I consider them valuable information for every retailer, large or small. After the meeting it was my good fortune to have a talk with Mr. Parsons on this subject and to go into detail with him on several of these points, the benefit

of which talk I have given you above. Hours could be spent on the discussion of Mr. Parsons' talk and I hope to do so in the future. The Waco Ad club took up in detail the various points of the retail sessions, working them out for the benefit of the members during the coming year. There is not a man in this body busy for months to come.

Style of Advertising.

The next talk was presented by W. R. Hotchkiss, a former Wanamaker store man and now in the advertising service business for himself. His subject was "How Should a Retail Store Advertise?" or, the Style of Retail Advertising."

His first statement was that it was an inspiration to a man's highest mentality to feel that every effort that he makes to promote his business may bear the hallmark of truthfulness and honor. And those of us who are privileged to work for stores—and I say privileged because it is a great privilege to work for a store that is not all the time trying to put something by the public by untruthful and questionable methods—appreciate, or at least we ought to, the force of these words. I have claimed for them, when you have written something about merchandise or about the store that you can look the customers in the face and feel that they believe in you and know that the store and the merchandise are up to what you have written, and as Dean Kesler expresses it, that the goods are just a little more, something more, even, than that which you have claimed for them. And Hotchkiss was right—when he said that it has not always been so in some advertising.

Some have said that truth and honesty are not attainable in advertising. Said Hotchkiss, but he continued, we who are producing believe that it is and we are making it prove out by truthful methods. As he put it, we who attend the convention, we were there to learn how to develop more of the power that belongs to truth.

He pointed out the weaknesses of retail advertising in statements such as these: Much advertising of today lacks power and forcefulness. The continuous demand for increased sales has created advertising hysteria. The pressure on the advertising writer has become an overwhelming weight. Price comparisons have become a matter of ridicule. Bargain screams have become a daily habit in sensational sales, and bargain offerings are running rampant. He said that when advertising news was the important factor just as daily news and happenings were important to the daily paper, he did not understand it. He said that he did not understand it, but he did emphasize the fact, and we all know he is right, that in at least half of the advertising of a store, price should be the last thing considered.

Rooting for Bargains.

Continuous rooting for bargains is bad store keeping, he said, and again he is right. It leads public opinion in the wrong direction. The flash of one bargain after another is an insult to a store's nice customers, was another statement made. It carries the insinuation that all goods are slightly passed. Back to realities was what he said. He said in his own words, Let's turn the boat around. He referred to the P. M. system as deadly. The P. M. system is the system of paying your salespeople a premium to sell bad stock. He said that when salespeople feel as though they had lost money every time they sell a customer new merchandise and show the new on the new, they are not doing things to customers for this very reason. Some of the best merchants in the country, I am afraid, will disagree with Mr. Hotchkiss on this P. M. view, but personally I think he is right. The principle of paying salespeople a salary to sell goods and then giving them a premium to do what you are paying them a salary to do is absolutely wrong. The fact that he is right in their sales in the first place and give them to understand the fact and you will be building permanently and not for the time being, is my own opinion. And it is with the advertising man who is always boosting bargains, he gets so he won't say a word about new goods and he gets to believe that the people won't respond to anything but the purchase of a bargain and he educates them not to appeal to anything else, so far as his store is concerned, and when they want new goods they go to the store that features the fact that they show new goods. In other words, he points out that continuous bargain advertising is the way of increased advertising expenditure and ever diminishing sales-making power. He impressed the advertising men with the fact that the words they were writing each day were forming the thoughts and molding the habits of the nation. I said I spent all of your but I want to spend what time I can spare from now until the next convention reading and re-reading that wonderful work, and in conclusion let me say this, if you are in business or working in a business for the love of working and toward the object of making of yourself something worth while there is no better place to study and to better yourself than at one of these conventions.

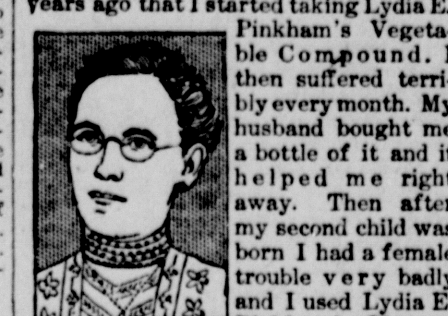
Papers Best Mediums.

And so I could go on telling you of the wonderful wisdom expounded by this man of years of experience. The other speaker of the retail sessions was O. H. Deane and his talk was on where should a retail store advertise? And the question brought out were whether in the morning or evening papers, Sunday papers, circulars, etc. They maintained as all retail advertising men of experience must agree, that the newspaper is the basis of retail store advertising. The bulk of the effort if rightly applied in the newspapers so far as re-

## MRS. BEIDEL TELLS WOMEN

How Lydia E. Pinkham's Vegetable Compound Kept Her in Health for 14 Years.

Shippensburg, Pa.—"It was several years ago that I started taking Lydia E. Pinkham's Vegetable Compound. I then suffered terribly every month. My husband bought me a bottle of it and it helped me right away. Then after my second child was born I had a female trouble very badly and I used Lydia E. Pinkham's Vegetable Compound and in a short time was cured and have been in excellent health since. I always praise the Compound whenever I have an opportunity as I know it helped me and will help others. Lately I have given the Compound to my daughter and I wish all suffering women would take it and be convinced of its worth."—Mrs. JAMES A. BEIDEL, 113 N. Penn Street, Shippensburg, Pa.



Lydia E. Pinkham's Vegetable Compound, made from native roots and herbs, contains no narcotic or harmful drugs, and to-day holds the record of being the most successful remedy for female ills we know of, and thousands of voluntary testimonials on file in the Pinkham laboratory at Lynn, Mass., seem to prove this fact.

If you have the slightest doubt that Lydia E. Pinkham's Vegetable Compound will help you, write to Lydia E. Pinkham Medicine Co. (confidential) Lynn, Mass., for advice. Your letter will be opened, read and answered by a woman, and held in strict confidence.

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He pointed out the weaknesses of retail advertising in statements such as these: Much advertising of today lacks power and forcefulness. The continuous demand for increased sales has created advertising hysteria. The pressure on the advertising writer has become an overwhelming weight. Price comparisons have become a matter of ridicule. Bargain screams have become a daily habit in sensational sales, and bargain offerings are running rampant. He said that when advertising news was the important factor just as daily news and happenings were important to the daily paper, he did not understand it. He said that he did not understand it, but he did emphasize the fact, and we all know he is right, that in at least half of the advertising of a store, price should be the last thing considered.

Rooting for Bargains.

Continuous rooting for bargains is bad store keeping, he said, and again he is right. It leads public opinion in the wrong direction. The flash of one bargain after another is an insult to a store's nice customers, was another statement made. It carries the insinuation that all goods are slightly passed. Back to realities was what he said. He said in his own words, Let's turn the boat around. He referred to the P. M. system as deadly. The P. M. system is the system of paying your salespeople a premium to sell bad stock. He said that when salespeople feel as though they had lost money every time they sell a customer new merchandise and show the new on the new, they are not doing things to customers for this very reason. Some of the best merchants in the country, I am afraid, will disagree with Mr. Hotchkiss on this P. M. view, but personally I think he is right. The principle of paying salespeople a salary to sell goods and then giving them a premium to do what you are paying them a salary to do is absolutely wrong. The fact that he is right in their sales in the first place and give them to understand the fact and you will be building permanently and not for the time being, is my own opinion. And it is with the advertising man who is always boosting bargains, he gets so he won't say a word about new goods and he gets to believe that the people won't respond to anything but the purchase of a bargain and he educates them not to appeal to anything else, so far as his store is concerned, and when they want new goods they go to the store that features the fact that they show new goods. In other words, he points out that continuous bargain advertising is the way of increased advertising expenditure and ever diminishing sales-making power. He impressed the advertising men with the fact that the words they were writing each day were forming the thoughts and molding the habits of the nation. I said I spent all of your but I want to spend what time I can spare from now until the next convention reading and re-reading that wonderful work, and in conclusion let me say this, if you are in business or working in a business for the love of working and toward the object of making of yourself something worth while there is no better place to study and to better yourself than at one of these conventions.

Papers Best Mediums.

And so I could go on telling you of the wonderful wisdom expounded by this man of years of experience. The other speaker of the retail sessions was O. H. Deane and his talk was on where should a retail store advertise? And the question brought out were whether in the morning or evening papers, Sunday papers, circulars, etc. They maintained as all retail advertising men of experience must agree, that the newspaper is the basis of retail store advertising. The bulk of the effort if rightly applied in the newspapers so far as re-

"De sun shine warm. de win' blow soft. De meel most mighty queer—De sam of feelin' in my bones When fishin' 'ram be near."

## When You Get That Fishin' Feelin'

Come in and select you a Thermos Bottle, get it filled with your favorite drink, made from the Limes, and go a fishin'.

We have the Thermos Bottles in different sizes and prices. Let us show them to you.

## PROVIDENT DRUG CO.

107 SOUTH FIFTH ST. WACO, TEXAS.

## This Morning and Saturday at Sanger's

Girls' Dresses, Women's House garments on the Second Floor. Note the special prices below. Stationery, Notions, Toilet Articles on the First Floor—a small amount, less than a dollar, will purchase a splendid supply of these necessities here this morning and Saturday.

Girls' \$1.50 to \$2.00 79c  
Dresses at : . . . . . 79c

Counter sale of Girls' Wash Dresses, for girls of 6 to 14 years. Large assortment in a wide range of colors. These are odds and ends and from our regular stock. Dresses of Percales, Gingham and Chambrays, all neat styles and the values range from \$1.50 to \$2.00. Choice at . . . . . 79c

## Dressing Sacques at 59c

For today's selling we place on sale two styles in Dressing Sacques, shown in White Lawn with fitted sleeves, and also White Dotted Swiss with Kimono sleeves, neatly made garments in all sizes, regular 75c Sacques, on sale at . . . . . 59c

## Notions at July Sale Prices

Notions at 1c

Celluloid Stilettes and Ribbon or Tape Headers, in colors, at . . . . . 1c  
Shell Hair Pins, in mat, armor or shell, at . . . . . 1c  
Wire Combination Coat and Skirt Hangers, at . . . . . 1c  
Novelty Wash Braid, in Black and White Combinations, at . . . . . 1c  
Silk Hair Nets, large size, in assorted shades, at . . . . . 1c

## Notions at 3c

Bolt of Linen Black Tape in assorted widths, at . . . . . 3c  
Package of English Wire Hair Pins, in assorted lengths, at . . . . . 3c  
60-inch Reversible Tailor's Tape Measures, at . . . . . 3c  
Card of Snap Fasteners, in Black or White, assorted sizes, at . . . . . 3c  
Card twelve Safety Pins, at . . . . . 3c

## Special Clearance Prices on Stationery

20c Writing Tablets, ruled or unruled, for . . . . . 15c  
15c Writing Tablets, ruled or unruled, for . . . . . 10c  
Foreign Writing Paper, in White and Colors, at a sheet . . . . . 1c  
25c Package of Foreign Paper, with Envelopes to match Paper, at a package . . . . . 15c  
35c Box Gold Initial Stationery, containing 12 sheets and 24 envelopes, for . . . . . 25c

## Toilet Articles on Sale Today and Saturday at 5c

Can Spearmint or Bel-Bon Tooth Powder, for . . . . . 5c  
Cake Colgate's Cashmere Bouquet Toilet Soap, Petite Size for . . . . . 5c  
Extra quality Tooth Brushes, with real bristles, for . . . . . 5c  
Package Jergen's Violet Rice Powder, for . . . . . 5c  
Complete Manicure Set, containing nail stick, nail powder, buffer and pumice, for . . . . . 5c

## Toilet Articles on Sale at 15c

Bottle Riker's Septon Liquid Soap for shampooing . . . . . 15c  
Pound can Sanger's Talcum Powder, Rose or Violet odor, at . . . . . 15c  
Bottle Jergen's Toilet Water, at . . . . . 15c  
Box Riker's Eradicator, for cleaning Gloves, Slip-pers and Cloth, at . . . . . 15c  
Ivory Handle Nail Files, Shoe Hooks, Combs, Vanity Cases, etc., at . . . . . 15c

## We Close Today at 1 O'clock---Employees' Half Holiday

THE INTERURBAN AND ALL WACO STREET CARS COME HERE DIRECT.

## Sanger Brothers

OUR POLICY "THE PUBLIC BE PLEASED"

tail store advertising is concerned will bring results.

There are hundreds of things even from our own notes that I have omitted from this general outline of the retail departmental work. But I have tried to touch upon some of the many things and especially upon those that I think will be of interest to you of our own club. Never in the history of the country was more thoroughly dependable information of value to the business men of the nation imparted in the short space of four days.

I have secured and will have in a few days a complete report of that meeting from start to finish. I tried to hear it all at the convention and to digest it but I want to spend what time I can spare from now until the next convention reading and re-reading that wonderful work, and in conclusion let me say this, if you are in business or working in a business for the love of working and toward the object of making of yourself something worth while there is no better place to study and to better yourself than at one of these conventions.

## Governor is Guest at Luncheon and Attends Ball Game

Governor Ferguson was guest of honor at a dinner given yesterday by Sheriff S. S. Fleming at the State House. Later on the governor attended the ball game between Waco and Dallas as the guest of George S. McGhee. Those present at the dinner, which was a most delightful affair, were Governor Ferguson, Sheriff Fleming, State Controller H. R. Terrell, Representative Will T. Bagby of Lavaca county, C. C. Peters of Fort Worth, Sheriff N. C. Mann of Tarrant county, W. M. Woodall, chief clerk in the comptroller's office; Sheriff George Matthews of Travis county, Sheriff Hugh Smith of Bell county, Representative Bryant of Haskell county, and George S. McGhee, L. C. Puckett, W. W. Naman, W. T. Wheeler, James Hays Quarles, John Caulfield and C. C. Brown.

## Dormitory Girls Give Birthday Dinner to Mrs. T. H. Claypool

Mrs. T. H. Claypool, matron of Burleson-Brooks halls at Baylor university, was an impromptu honoree at a birthday dinner in the girls' dining room last night. In a few of the young women, unknown to Mrs. Claypool, prepared a special dinner for the occasion and the entire population of the dormitory had a part in the purchase of a beautiful reproduction of "The Golden Stairway" by Burne-Jones, done in colors and handsomely framed.

A few special friends, secretly invited, made their way into the dormitory without Mrs. Claypool's knowledge and she was considerably surprised when she went into dinner and found the invited guests gathered about her table and a big birthday cake occupying the center of the table. The dinner served, Miss May Cagle, member of the student body, assumed the role of mistress of ceremonies and called for several brief toasts of greeting to Mrs. Claypool, whom the girls of the dormitory affectionately call "Mother." Miss Kate Griffith told of her knowledge of the honoree as a student, Miss Louise White told what the Baylor girls thought of her, Dr. Brooks, Dr. Kesler and Dr. Pace paid tributes from their knowledge of her, Miss Elna Martin, a senior, presented the painting on behalf of the donors, and Mary Claypool, oldest daughter of the honoree, presented a lavishly as the birthday remembrance of Mr. Claypool and the children. Mrs. Claypool responded briefly to the expressions and manifestations of good will and accepted the congratulations of all present.

## Children Cry FOR FLETCHER'S CASTOR OIL

Children Cry FOR FLETCHER'S CASTOR OIL

Children Cry FOR FLETCHER'S CASTOR OIL

## Combing Sacques 10c